

City Market Handbook

General Market Information

City Market:

The Auburn Parks and Recreation Department partners with local growers and artisans for the city's farmers market, City Market. City Market invites the community, growers and consumers alike to join us every Saturday from May to August, plus one Saturday in October. The purpose of City Market is to help local farmers, growers and artists to sell their fresh, local and handmade products to community members.

The governing body and its designated agents shall implement and enforce all rules and regulations pertaining to the operation of the Certified Farmers Market in a fair and equitable manner.

The City Market Farmers Market shall operate according to Chapter 80-7-1.04 of the Alabama Department of Agriculture & Industries Farmers Market Authority Administrative Code.

Vendor applications must be submitted online or in-person at the Harris Center. If you need to mail in an application you will need to contact Sarah Cook at scook@auburnalabama.org.

2024 Market Location:

- City Market will be held at Town Creek Park (located at 1150 S. Gay St. Auburn, AL 36830).
- City Market will be held rain or shine, but it will close early at the discretion of the Market Coordinator in the case of severe or threatening weather.
- Smoking and tobacco use is prohibited on all City of Auburn property.

2024 Summer City Market Schedule:

- May 18th – August 31st, 2024
 - 8 – 11 AM

2024 Harvest Market:

- TBA
 - 8 AM – Noon

How to Become a Vendor:

To register as a vendor for the 2024 City Market season please go to auburnalabama.org/parks/ and click register.

If you do not have an account, you will need to create an account in order to register as a vendor for City Market. If you would like to attend all market dates, please register for every date. All vendors will automatically be added to a waitlist upon registering and will not be required to pay at that time. Once the City Market Staff is able to review and approve your registration, you will be sent an invoice via email to the address listed on your account.

If you are unable to complete an application online, email Sarah Cook (scook@auburnalabama.org) or call at 334-501-2948.

Confirmation emails will be sent to farmers by Jan. 31, 2024, and artisans by Feb. 28, 2024.

If you are registering for the full City Market Season, you will be required to pay the full vendor fees prior to the first market date. Full season market fees can be paid online, in person at the Harris Center, or via mail.

If you are only registering for select weeks or planning to pay on a weekly basis, we ask that you pay by the Wednesday prior to the date you are attending. Payment can be made online, in – person at the Harris Center, or via mail. If you are not able to pay online, please contact Sarah. Cash payments can be taken at the market with approval from the Market Manager.

Market Manager:

The Market Manager is responsible for the implementation and enforcement of all City Market rules and restrictions and overseeing Market Coordinators. The Market Manager is the main point of contact for all City Market vendors and community members. Please be sure the Market Manager has your current email address and cell phone number and that you check your email regularly throughout the market season.

For questions or additional information, please contact Sarah Cook at scook@auburnalabama.org or (334)501-2948.

Market Coordinator:

Market Coordinators will communicate regularly with participating vendors regarding application status, upcoming markets and any other details. Communication from the Market Coordinator and Market Manager to growers/artisans will be handled through email and text whenever possible. Market Coordinators are responsible for day-of market operation and the creation and implementation of City Market social media, advertisements and newsletters.

Space Assignments, Attendance, and Sales:

- Space Options
 - Single Booth - 1 Tent
 - Double Booth - 2 Tents
- **Tents will not be provided by City Market;** vendors must bring their own tents. **Tents must be white.** You will not be allowed to set up a tent that is not solid white.
- There is no power available at Town Creek Park. Electric generators are permitted at City Market, but must be quiet, inverter-style models with noise levels of 70 decibels or less. If the Market Coordinator receives complaints about your generator, you may be required to turn it off or remove it. Electrical cords must not be a safety hazard.
- If a grower/artisan needs to cancel an already scheduled market date, they should notify the Market Coordinator by email **no later than the Monday before the date they wish to cancel.**
- If a grower/artisan is scheduled to attend a market, but does not attend and does not notify the Market Coordinator (“no call-no show”) two (2) times, the grower/artisan will be removed from the schedule for the remainder of the year.
- Artisans can make up only 30% of the market maximum. Growers and food vendors must make up 70% of the market vendors.
- Growers/artisans must only occupy space(s) assigned by the Market Coordinator. Displays must be confined to the assigned space, including any vehicle or trailer used to transport goods.
- All growers/artisans must arrive no later than 7:20 AM on market day and be ready to do business when the market opens at 8 AM.
- All growers/artisans are **prohibited from selling before 8 AM and after 11AM.** (Or 12pm for Harvest Market.)
- Sellers are expected to have all product and display items loaded for removal by NOON.
- Growers/artisans must contact the Market Coordinator with a call or text if they will arrive to the market after 7:30 AM. Failure to notify the Market Coordinator of late arrival on two (2) occasions will result in the termination of the grower’s/artisan’s schedule for the remainder of the season.
- Growers/artisans may begin setting up their booths at 7 AM.
- All growers/artisans **MUST** remain at the Market until 11:00 a.m. No grower/artisan should leave the market early, even if they sell out of stock.
- The Market Coordinator designates a grower’s/artisan’s space assignment based on the needs of the grower/artisan, the market, and customers. Although every effort will be made to accommodate grower/artisan needs, **space assignments are subject to change at any time with or without notice.**
- **There is a \$15 booth fee per market day or a \$165 booth season fee for a single booth. There is a \$30 booth fee per market day or a \$375 booth season fee for a double booth. This must be paid to the Market Coordinator at the end of each market. If paying for the season, it must be paid by the first market.**
- **There is a \$15 single booth fee and \$30 double booth fee for 2024 Harvest Market. This must be paid to the Market Coordinator at the end of the Harvest Market.**
- **Due to the high demand of baker applications, all bakers who submit applications are required to drop off a sample of their products between Monday, February 20th – Friday, February 24th from 8 AM to 5PM at the Harris Center (425 Perry St.).**

Licenses and Permits (All growers/artisans):

- All artisan vendors are responsible for remitting any applicable taxes to the appropriate tax agencies. You are required to register for a sales tax account with the City of Auburn. You can email Cheryl VanTuyl (cvantuyl@auburnalabama.org) to set up an account.
- All growers are to provide their Grower's Permit by the first market (May 20th).
- All bakers are required to submit their Cottage Food Law Certificate. You do not have to have a Cottage Food Law Certificate if your products do not include any of the following items:
 - Baked goods with an ingredient that requires refrigeration, such as custard pies, Danish with cream filling, cakes with a whipped topping.
 - Juices from fruits and vegetables
 - Milk products
 - Soft or hard cheeses
 - Pickles
 - Barbeque sauces
 - Canned fruits and vegetables
 - Garlic in oil
- All growers/artisans are solely responsible for obtaining the necessary licenses/permits required for them to legally do business at the market.
- All growers/artisans must bring a copy of their current licenses/permits with them to each market in case of an on-site inspection.
- City Market will do farm inspections to verify crops.
- All growers/artisans must submit a completed City Market application agreeing to the stated liability and absence terms.
- **For applications to be reviewed they must include a signed application and all licenses or acknowledgment that you will have correct licensing by the first market.**
- **Artisans/Bakers will need a COA Business License if:**
 1. **You sell at any other "markets" within Auburn City limits or locations besides other City sponsored events.**
 2. **You expect to sell more than \$15,000 over the course of the season.**
- **This is a curated event. Submission of a vendor application does not guarantee a vendor spot. Confirmation emails will be sent to farmers by Jan. 31, 2024, and artisans by Feb. 28, 2024. Incomplete applications and/or those without proper documentation will not be reviewed.**

Alabama Farmers' Market Policies:

- Every grower must have a sign identifying the NAME and LOCATION of the farm or business.
- Certified Agricultural Products include fresh fruits, nuts, vegetables, mushrooms (must be cultivated mushrooms, cannot be wild harvested), shell eggs, honey, flowers, nursery stock, livestock products, fish and shellfish produced under controlled conditions in waters or ponds located in Alabama.
- It is prohibited to sell live animals.
- Only raw meats that are processed, packaged, and labeled at a government-inspected facility or are exempted from inspection may be sold at a farmers' market.
 - Rabbit, quail, and bison are exempted meats.
- Meat products must be brought to the market in frozen condition and remain frozen until sold.

- All dairy products, including cheese, must be processed, packaged, and labeled at a facility permitted and inspected by the Alabama Department of Public Health's Milk and Food Processing Branch. Therefore, raw milk cannot be sold at farmers markets.
- If selling by weight, growers must use a certified scale bearing a current Alabama State inspection sticker.
- The sale and distribution of alcohol and controlled substances is prohibited.
- Food items that are home processed and meet the Alabama Farmer's Market Authority definition of non-potentially hazardous goods may also be represented at the market. Home processed products must satisfy all public health, labeling, permitting and other requirements pertaining to processed products.
- All vendors must meet the health requirements that prevent food borne illnesses.
- If a vendor wishes to provide sampling/cooking at City Market, then approval must be requested from the Market Coordinator by the Monday prior to the market.
- The City of Auburn City Market shall implement and enforce all rules and regulations pertaining to the operation of a Certified Farmers Market in a fair and equitable manner. This market is organized pursuant to Code of Alabama: 1975, Sections 2-5A-1 et seq. and complies with Chapter 80-7-1 of the Alabama Department of Agriculture and Industries Administrative Code.

Publicity and Advertising:

- Submission of application indicates grower/artisan agrees to allow grower/artisan name, grower/artisan business names, and grower/artisan logos to be used for publicity or other purposes at the discretion of the market.
- Submission of application indicates grower/artisan agrees to allow photos and videos taken at the market to be used for publicity or other purposes at the discretion of the market, unless grower/artisan provides Market Management with written notice to the contrary.
- Growers/artisans must obtain written approval from the market before using any of the market advertising material. However, growers/artisans are encouraged to note participation in the market on their own material/website or on other materials/websites, without prior approval.
- Any and all publicity and advertising rights conveyed to the grower/artisan, including right to note grower's/artisan's participation in the market, shall end when the grower/artisan ceases to participate in the market.
- Any and all publicity and advertising rights conveyed to the grower/artisan may be revoked at any time, and for any reason or for no reason, at the sole discretion of the market by sending the grower/artisan written notification.

Artist/Artisan/Craft Vendors:

- All crafts must be wholly made by the vendor; no "kit" reselling is permitted.
- Artists/craft vendors who are able to demonstrate their art or craft while manning their booth will receive preference.
- All sales and market-customer or market-vendor contact must be conducted within the exhibit space assigned to the craft vendor.

Setup/Teardown:

- **No teardowns will be allowed until 11:00AM or 12pm for Harvest Market, without prior approval, even if the grower/artisan sells out.** If a grower/artisan wishes to tear down early, they must request approval from the Market Coordinator at least 24 hours in advance of the market day. For the safety of patrons/visitors, the City Market will assess when vehicles can be moved after closing time.
- There is to be no reduction in price over the course of the market day. No refunds will be provided.

Attendance at Market:

- Submitting an application, indicates grower/artisan agrees to attend market on the days specified. **If you are unable to attend, notice must be given by Monday prior to market day, so customers can be notified in our weekly email newsletter and, if possible, we can arrange to fill your space with another grower/artisan.**
- Unavoidable, last-minute cancellations must be communicated by calling or texting the Market Coordinator.
- **Failure to notify the Market Manager of absences in advance or two absences in a row may result in termination and denial of application for the following season.**
- City Market will be held **rain or shine**. Visible lightning onsite after the market opens may cancel the market for that day; in general, however, weather is not a valid reason to cancel attendance at the market.
- Vendors are expected to respect one another, market staff, the market location and attending community members. If inappropriate behavior is seen or reported, the Market Coordinator will issue a warning. Once two warnings are given, the vendor will not be allowed to return to the market for the remainder of the season.

Damages:

- Any grower/artisan or grower/artisan employee responsible for damages to any surface(s) and/or buildings will be charged for repairs and/or replacement of the property affected.
- Any grower/artisan or grower/artisan employee responsible for damages to other exhibit(s) during the run of the event will be charged accordingly for repairs and/or replacement of the property affected.

Two violations of the terms of the City Market Handbook will lead to removal of the grower/artisan from City Market for the remainder of the season and future seasons.

Contact Information:

Communication from the Market Manager to growers/artisans will be handled through email & text whenever possible. Please be sure the Market Manager has your current email address/cell phone number and that you check that email regularly throughout the market season.

The Market Manager is responsible for the implementation and enforcement of all City Market rules and restrictions. They will communicate regularly with participating vendors regarding application status, upcoming markets and any other details. The Market Manager is the main point of contact for all City Market vendors and community members.

For questions or additional information, please contact Sarah Cook, at scook@auburnalabama.org or (334) 501-2948.